

A STUDY ON SALES PROMOTION TECHNIQUES USED BY RETAIL BUSINESS WITH SPECIAL REFERENCE TO MAX

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ABSTRACT

Promotion is an exercise in information, persuasion and influence, so the purpose of promotion is to reach the target consumers and persuade them to buy. Promotion is vital element of marketing mix. The purpose of this study is to investigate the effects of promotional mix. This study examines sales promotion and its effects on organizational effectiveness in MAX fashion retail. And this study focuses on how sales promotion is used to generate higher sales and increased profitability. A descriptive research design was applied to describe the sales promotion activities of the organization. questionnaires were administered to the sampled respondents to collect the primary data used for this study. It is concluded that the management may engage regularly in more promotional mix strategies, and also tend to be creative to consumers; this in turn would enhance and boost their sales revenue.

Key Words: Promotion, Purpose, Consumers, Profitability, Creative.

INTRODUCTION

Sales promotions are non-personal promotional efforts that are designed to have an immediate impact on sales. Sales promotion is media and non-media marketing communications employed for a pre-determined, limited time to increase consumer demand, stimulate market or product availability.

Sales promotions are short-term incentives intended to stimulate a quick buying response to the customer. Coupons, one-time exclusive offers, customer loyalty programs, two-for-the-price-of-one discounts, and limited-time prizes with purchase are all examples of sales promotions in the consumer world.

REVIEW OF LITERATURE

B Kmaladevi (2010), survival of fittest & fastest is the mantra of today's business game. To compete successfully in this business era, the retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Finally; in conclusion there are some fundamental points: customer experience management is not simply an old idea in a new wrapper.

The American Marketing Association (AMA): defined sales promotions as those marketing activities other than personal selling, advertising, publicity that stimulate a consumer purchasing and dealer effectiveness such as display, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine.

Ahem (2008) is of the opinion that sale promotion emerged as a reaction by manufacturers markets, and marketing strategies alike to find a short term solution to the problems of excess stock of goods which are available in variables manufacture's warehouse but are not demanded by consumers and organization. sales promotions are comparatively easy to apply, and are likely to have considerable effect on the volume of sales.

Davis (1992) consumer promotion is a category of sales promotion including free samples, winning contests, different price packs, and sweep stakes. sales promotion is projected to increase the sales of final ultimate consumers of the product.

Chiang (1991) found that promotion induced increases in purchase quantity represented 6 percent of the brand sales increase due to promotion. GUPTA (1988) found the purchase quantity's share of the increase to be 2 percent. Neslin, Henderson, and Quelch (1985) found that increased purchase acceleration due to sales promotion. They defined purchase acceleration as shortened inter purchase time or increased purchase quantity, or both.

Kalwani and Yim (1992) found that the promotion frequency and depth of the price discounts have impact on consumer's price and promotional expectations were found to affect brand choice. They conducted an experiment with 200 undergraduate students as respondents. The product stimulated were two hypothetical brands of liquid laundry detergents.

Grover and Srinivasan (1992) found that the promotional attractiveness of a product category in one store significantly affected that store's share of the sales in that category. The product category used in the study was coffee.

Kai Kristensen (2001) customer satisfaction and customer loyalty were becoming increasingly important factors in modern retailing, a market characterized by slow growth and intense competition. In this paper researchers have explained that European retailing was changing rapidly, developers were concentrating on increase in store size and ownership. Store chains were increasingly being in order to increase differentiation between chains, subsequently store loyalty.

OBJECTIVES

To achieve this aim of the study, the following objectives are formulated:

- To study the demographic profile of the respondents.
- Sales promotion techniques adopted by MAX.
- To expose different sales promotion used by retail business.
- To analysis Sales promotion techniques adopted by MAX.
- Awareness and perception towards sales promotion techniques by the customer of MAX.
- Influencing factors of customer exaptation towards sales promotional MAX.

LIMITATIONS OF THE STUDY

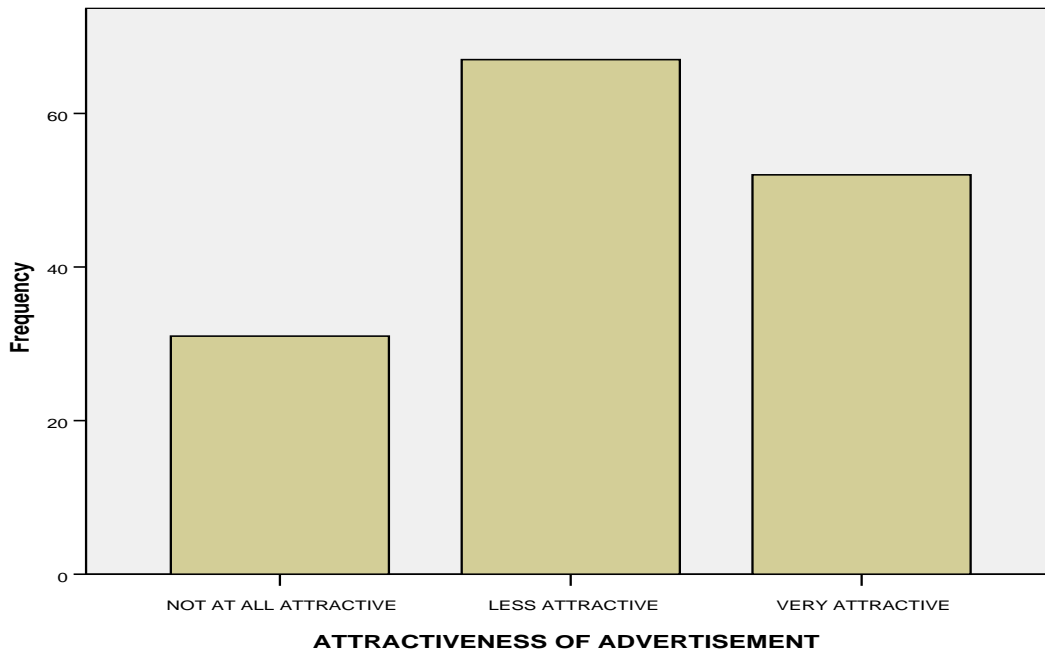
- The study is at the modern retail store. The study is based on 150 samples from some of the selected analysis of sales promotion activities in MAX fashion retail, Trichy. The result may vary as per the opinions of various respondents.
- Due to time constraint sample size is limited.
- Use of questionnaire the new customers fund easily.

TABLE 1
ATTRACTIVENESS OF ADVERTISEMENT

Scale	Frequency	Percentage
Not at all attractive	31	20.7
Less attractive	67	44.7
Very attractive	52	34.7
Total	150	100.0

Source: Primary data

CHART 1
ATTRACTIVENESS OF ADVERTISEMENT



The above table shows that 44.7% of the respondents shown interest on less attractive, 34.7% of the respondents shown interest on very attractive, 20.7% of the respondents relates to not attractive

TABLE 2

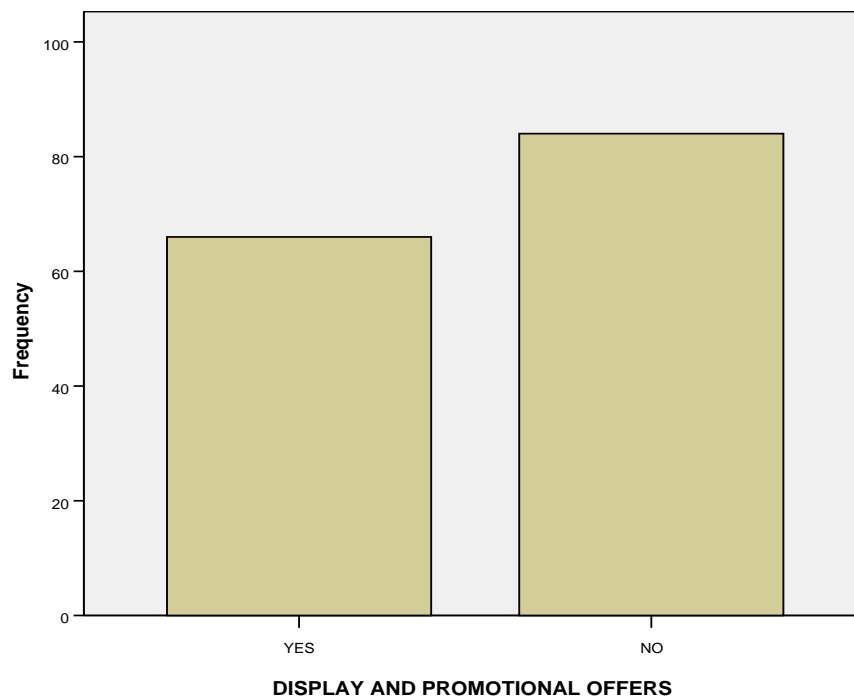
DISPLAY AND PROMOTIONAL OFFERS

Scale	Frequency	Percentage
Yes	66	44.0
No	84	56.0
Total	150	100.0

Source: Primary data.

CHART 2

DISPLAY AND PROMOTIONAL OFFERS



The above table shows that display and promotion offers are accepted positively by 60%, are accepted negatively by 79%.

TABLE 3
ANOVA

Statement		Sum of Squares	df	Mean Square	F	Sig.
Promotional offers are useful	Between Groups	.267	1	.267	.312	.577
	Within Groups	126.726	148	.856		
	Total	126.993	149			
Availability of varieties	Between Groups	3.588	1	3.588	3.591	.060
	Within Groups	147.852	148	.999		
	Total	151.440	149			
Price of the merchandise	Between Groups	3.054	1	3.054	3.671	.057
	Within Groups	123.139	148	.832		
	Total	126.193	149			
Offers at max	Between Groups	19.694	1	19.694	18.033	.000
	Within Groups	161.639	148	1.092		
	Total	181.333	149			
After sales service	Between Groups	7.078	1	7.078	7.547	.007
	Within Groups	138.796	148	.938		
	Total	145.873	149			
The approach of management	Between Groups	6.872	1	6.872	4.325	.039
	Within Groups	235.188	148	1.589		
	Total	242.060	149			
Feel about the sales promotion	Between Groups	3.879	1	3.879	2.907	.090

	Within Groups	197.481	148	1.334		
	Total	201.360	149			
Used any coupons in max	Between Groups	10.626	1	10.626	6.370	.013
	Within Groups	246.874	148	1.668		
	Total	257.500	149			
Product quality of max	Between Groups	.301	1	.301	.228	.634
	Within Groups	195.699	148	1.322		
	Total	196.000	149			
Feel about bonus point	Between Groups	20.952	1	20.952	16.972	.000
	Within Groups	182.708	148	1.235		
	Total	203.660	149			

(Accepted @5%)

Hypothesis: the opinion towards the factors of the MAX store don't vary the age of the respondents at 5%

From the ANOVA table, it can be noted that the significance of F for 0.577 is greater than 0.05 the H₀ is accept. And if can be conclude that the opinion towards promotional offers is useful to the MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.60 is greater than 0.05 the H₀ is accept. And if can be conclude that the opinion towards the availability of varieties to the MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.57 is greater than 0.05 the H₀ is accept. And if can be conclude that the opinion towards price of the merchandise the MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.00 is less than 0.05 the H₀ is rejected. And if can be conclude that the opinion towards offers at MAX to the MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.007 is less than 0.05 the H_0 is rejected. And it can be concluded that the opinion towards after sales services of MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.39 is greater than 0.05 the H_0 is accepted. And it can be concluded that the opinion towards the approach of the management MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.90 is greater than 0.05 the H_0 is accepted. And it can be concluded that the opinion towards feel about the sales promotion of MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.13 is greater than 0.05 the H_0 is accepted. And it can be concluded that the opinion towards used by coupon in MAX store so vary the age of the respondents at 5%.

From the ANOVA table, it can be noted that the significance of F for 0.634 is greater than 0.05 the H_0 is accepted. And it can be concluded that the opinion towards offers at MAX store so vary the age of the respondents at 5%.

RECOMMENDATIONS

- They are targeting only higher middleclass & higher level customer so they left people from lower middle class.
- The advertisement about the company is also neutral for most of the customers so have to give it better way of advertisement like frequent telecast about the products and offers of the company from middleclass people also.
- Customers will be very much attracted by displaying the offers (discounts) in a modern way of visibility in the store.
- New arrival for cotton outfits for teenager's girls.

CONCLUSION

Sales promotion techniques are intended to have a direct impact on buying behaviour, which implies their short-term focus. However, every aspect of communication by a company has some sort of effect on the company's brand image, and therefore any company which has recognized the

importance of thinking strategically knows that it must look beyond short-term effects. In terms of brand building, Sales promotion has traditionally been associated with a negative long term impact due to its predominantly price-orientated nature. But, as we have seen, this view has neglected the full scope of Sales Promotion methods.

- The Indian consumer is still very need oriented
- In emerging markets, selling and keeping the customers happy is more challenging.
- They are targeting only higher middleclass & higher level customer so they left people from lower middle class.
- Today and tomorrow marketing managers really do not have the choice whether or not to use sales promotion but only whether to use these valuable tools poorly or skillfully.

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